

# THE ALLIANCE HERALD

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## FEATURING OMAHA

It is the intention of The Herald to familiarize its readers, so far as possible, with the great state of Nebraska. In line with this policy, we are this week featuring Omaha, the metropolis. We are giving considerable space to "The Gate City of the West," but not half as much as we would like to give to it.

Thru the courtesy of the Bureau of Publicity of the Commercial Club of Omaha, we are giving our readers some views of that city, including a bird's eye view of a part of the business section, the Woodmen of the World building, the new Hotel Fontenelle, and a summer scene in one of Omaha's beautiful parks.

## A MARK OF PATRIOTISM

In times of national stress, such as this country has been passing thru, it is refreshing to see men of all parties broad enough to uphold the hands of President Woodrow Wilson, upon whom the burdens of state have fallen more heavily than upon any other president since the administration of Abraham Lincoln. Many splendid editorials have been written within the last few months by men of different political party affiliation, but of all that we have read none has pleased us more than one appearing March 5th in The Sidney Telegraph, under the caption, "Support the President." F. A. Gopen, the editor of The Telegraph, is a strong republican, but in this instance he does not let his republicanism overshadow his patriotism. Following is Mr. Gopen's editorial which was published under the caption, "Support the President":

In this time of universal unrest, with new and grave issues and complications constantly arising that call for the exercise of the greatest care and wisdom on the part of those having in charge the affairs of government in order to maintain neutrality and prevent the United States becoming involved in the conflict raging abroad, it is the patriotic duty of all American citizens to support the executive head of the nation in his efforts to keep the country at peace and preserve its interests and honor. As was said by the leader of the minority in the house of representatives, Congressman Mann, "at this time and under existing circumstances it is absolutely necessary for the people of this country to place their reliance in the president of the United States."

No partisan feeling or influence should be permitted to obstruct or interfere with what the national administration deems wise and expedient in dealings with our delicate foreign relations. Not since our civil war has the United States faced so grave a crisis as today. Our neutrality is being subjected to a severe test. Our government is being forced into positions which had not been anticipated or apprehended. When neutrality was declared the general feeling was that it made the nation secure against danger, that nothing was likely to arise to interfere with that position or menace our peace. We have learned that we are not secure, that in spite of long-established principles, international laws and conventions solemnly entered into, we are not safe from the perils which the most terrible of wars has created. In such an exigency the nation must have guidance and those entrusted with such duty and responsibility need and should have the earnest support of all the people.

It is not to be doubted that President Wilson sincerely desires to maintain American neutrality and at the same time protect the interests of the nation. He should not be embarrassed in his efforts by any captious criticism or by any lack of popular confidence and support. It is a tremendous responsibility that rests upon him. No president since Lincoln had a greater. Undoubtedly he fully realizes its magnitude and desires to meet it as becomes the chief executive of this great republic. Let there be no obstructions thrown in his way, nothing done by the people or their representatives that would interfere with his efforts to amicably and honorably arrange the issues that have arisen and keep the nation out of turmoil that is devastating and bankrupting the countries of Europe. Every consideration for the welfare and happiness of the American people demands that in this grave crisis we place reliance in the president and give him every assurance of popular support.

## SILOS FOR WESTERN NEBRASKA

Several years ago, having become fully convinced that silos would be a good thing for the dairymen of western Nebraska, The Herald began advocating their erection in this part of the state. At that time there was not, so far as we know, a silo within one hundred and fifty miles of Alliance. Within the last few years, however, a number of dairymen in Box Butte and neighboring counties have put up silos, and they have already proven to be highly satisfactory. It is probable that during the coming summer the number of silos within a radius of a hundred miles of Alliance will be doubled.

There are now some persons who admit that the silo is a good thing for the dairyman of western Nebraska, as well as farther east, but who claim that it is not practicable for the large ranchman. The Herald is now advocating the use of silos by the beef cattle men of this part of the state, as well as by dairymen.

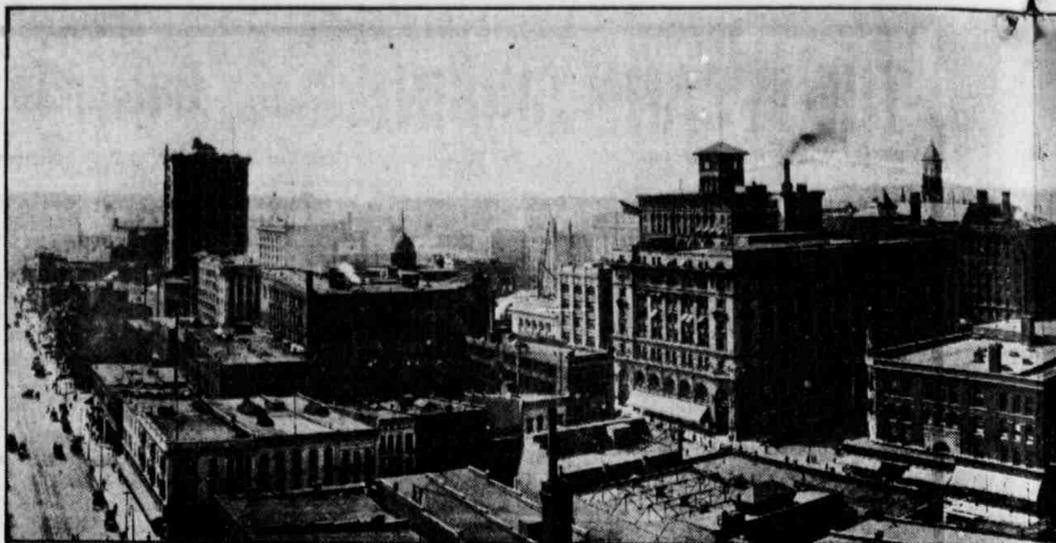
The time was, when cattle off the range sold for two and a half or three cents per pound, that ranchmen could not afford to go to much expense to feed them thru the winter. Some winters when the range was poor the loss was heavy; but even at that it was considered more economical to suffer the loss of the cattle than to go to the expense of providing large quantities of feed. In recent years, with cattle off the grass selling up to eight cents and better, ranchmen cannot afford to not provide plenty of feed for the winter. When ample provision has not been made in the preceding fall and summer, ranchmen go to heavy expense to purchase hay rather than lose their cattle before grass comes again.

We have plenty of illustrations of this since the heavy snow fall of the last few weeks. To mention only one: A Sheridan county ranchman, about twenty-five miles northeast of Alliance, ran out of feed last week. He had four hundred head of cattle. The snow was so deep as to make it impossible for them to live long on what little feed they could get off the range. It also made it impossible to haul hay to them from any place where it could be secured. There was but one thing to do, and that was to drive the cattle to Lakeside, to which place hay was shipped in at twelve dollars per ton, and feed them till the snow goes off. It is costing him probably fifty dollars per day to feed the four hundred cattle hay enough to keep them till they can get feed on the range again.

If this ranchman has land on which forage could be grown for silage, it would have been cheaper, no doubt, for him to have filled a few silos last fall, besides better for his stock. It may be said that such silos as we have recently had do not often fall in western Nebraska. That is true, but it is also true that there is never a winter in this country when an abundance of silage could not be used to good advantage, and usually with profit.

The Herald predicts that before many years roll 'round, silos will be in general use by the dairymen of western Nebraska and also largely by the beef cattle men.

**BIRD'S EYE VIEW OF PART OF THE RETAIL DISTRICT OF OMAHA, FROM FIFTEENTH STREET WEST AND FROM CAPITOL AVENUE SOUTH**



## WISE WORDS FOR AUTOMOBILISTS

Experienced Man Gives Good Advice to Motor Dealers Which Will Interest Buyers, Also

During the big auto show recently held in Omaha, an article was published in one of the daily papers under the caption, "Advice to Motor Dealers," that should be read not only by Nebraska dealers in automobiles but also by persons who contemplate buying machines. The Herald is pleased to give this article to its readers, believing that they will find it interesting and many, no doubt, will be profited by reading it. What Mr. McVicker says regarding the condition of the Omaha market applies to western Nebraska. Following is the article as it appeared in the Omaha Daily News:

After spending five years on the Nebraska and Iowa territory with the automobile dealers and being for three years previous to this as one of the dealers himself, George G. McVicker, now manager of the Jeffery Omaha Company, believes that he sees the present position of the average dealer and suggests how each might better conditions and make the motor car industry of this section a more satisfactory business than it has been and prevent it from becoming what it has in the east.

"The tendency to make too much of a profit in too short a time has been the one great difficulty with the would-be successful automobile dealer the same as it is proving to be with a number of cheap car builders.

"There are only about so many motor car buyers who will be caught napping, that is, who will buy a car and allow the dealer to make a great big profit on 'he deal, if he knows it, or who will buy a car of cheap construction and allow the outside looks and size to hypnotize him until after the cash has been paid," said Mr. McVicker.

"But these few who are thus caught and these dealers who are successful in securing the order are making it that much more difficult for the legitimate profit dealer to

carry on a successful business and for the prudent buyer to feel at liberty to pay the price asked for any motor car.

"The successful dealer of the future is the one who is at service to

his customer, not only after the cus-

tomor has chosen his car, but in helping him to select a car of which the quality will meet or exceed the price paid, thus securing for the customer long, permanent satisfac-

tion.

"For above reasons a proper or-

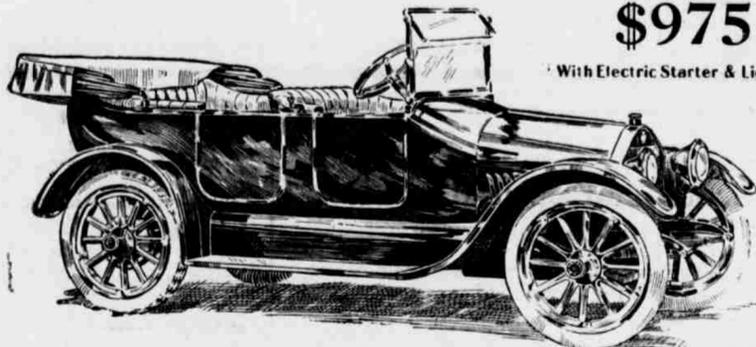
ganization of dealers will be of much benefit to not only themselves, but to all motor car purchasers.

"There will always be motor car

# EMPIRE

\$975

With Electric Starter & Lighting



If you are going to get satisfaction out of a \$1,000.00 car select one with a reputation for economy, durability and modern equipment.

Thousands of Empire owners are proclaiming the Little Aristocrat Empire has all these and they are satisfied.

Do the lines of this car appeal to you? If so let us show you that the inside is built for hard use and to give satisfaction.

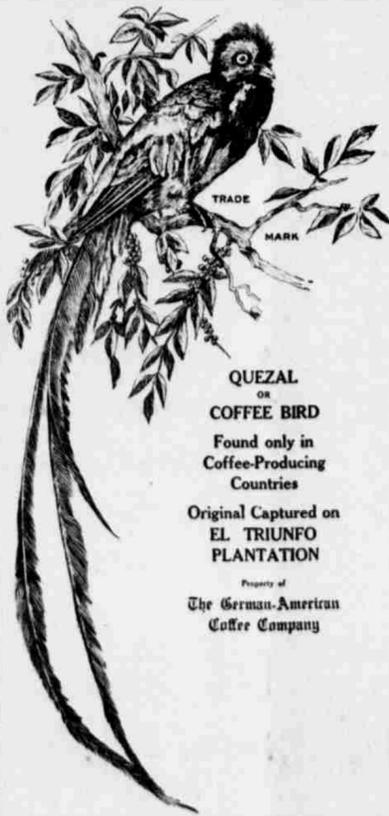
## Jeffery Omaha Co.

GEO. G. McVICKER, Manager

Distributors, 2056-58 Farnam

Empire Automobile Company

Indianapolis, Indiana



QUEZAL  
OR  
COFFEE BIRD

Found only in  
Coffee-Producing  
Countries

Original Captured on  
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PLANTATION

Property of  
The German-American  
Coffee Company

## THE COFFEE BIRD

The Coffee Bird on the label tells you that the coffee contained in the can is of the HIGHEST QUALITY. In nearly every town and village you will find a dealer selling

## Bird Brand Coffee

If no dealer in your town sells it, cut out the coupon below, fill in your name and address and the name of your grocer, and send to us with 75 cents, and we will send you by mail, post paid, a 3-pound, dollar can of Bird Brand Coffee.

### 25-CENT PRESENT TO COFFEE DRINKERS—SPECIAL 30-DAY OFFER

If you are a judge of good coffee we want you to try BIRD BRAND, and as an inducement make the following special offer to readers of The Alliance Herald, good until April 11, 1915: Cut out this coupon, fill in your name and address and take to the dealer in your town who handles Bird Brand Coffee. He will accept the coupon as 25 cents cash payment on a three-pound can that he sells for one dollar.

GERMAN-AMERICAN COFFEE COMPANY:

I wish to accept your special offer of a three-pound can of BIRD BRAND COFFEE (price \$1.00) for this coupon and 75 cents. If there is a dealer in my town who sells Bird Brand Coffee, I will present this coupon to him; if not, I will send it to you with 75 cents.

Name ..... Address .....

Name of Dealer ..... Address .....

TO THE DEALER: This coupon will be redeemed by us at its face value, when accepted by you on the above offer. G.-A. C. Co.

## German-American Coffee Company

1117-1119 Dodge Street, Omaha, Nebraska